

VACHERON CONSTANTIN
GENÈVE

A new e-boutique
at clients' service

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- Vacheron Constantin is pursuing the development of its digital platform by offering an exclusive remote sales and concierge service in France, Germany, Italy, United Kingdom and Japan.
- A website with revamped aesthetic codes designed to complement the in-store experience and establish a direct relationship with visitors.

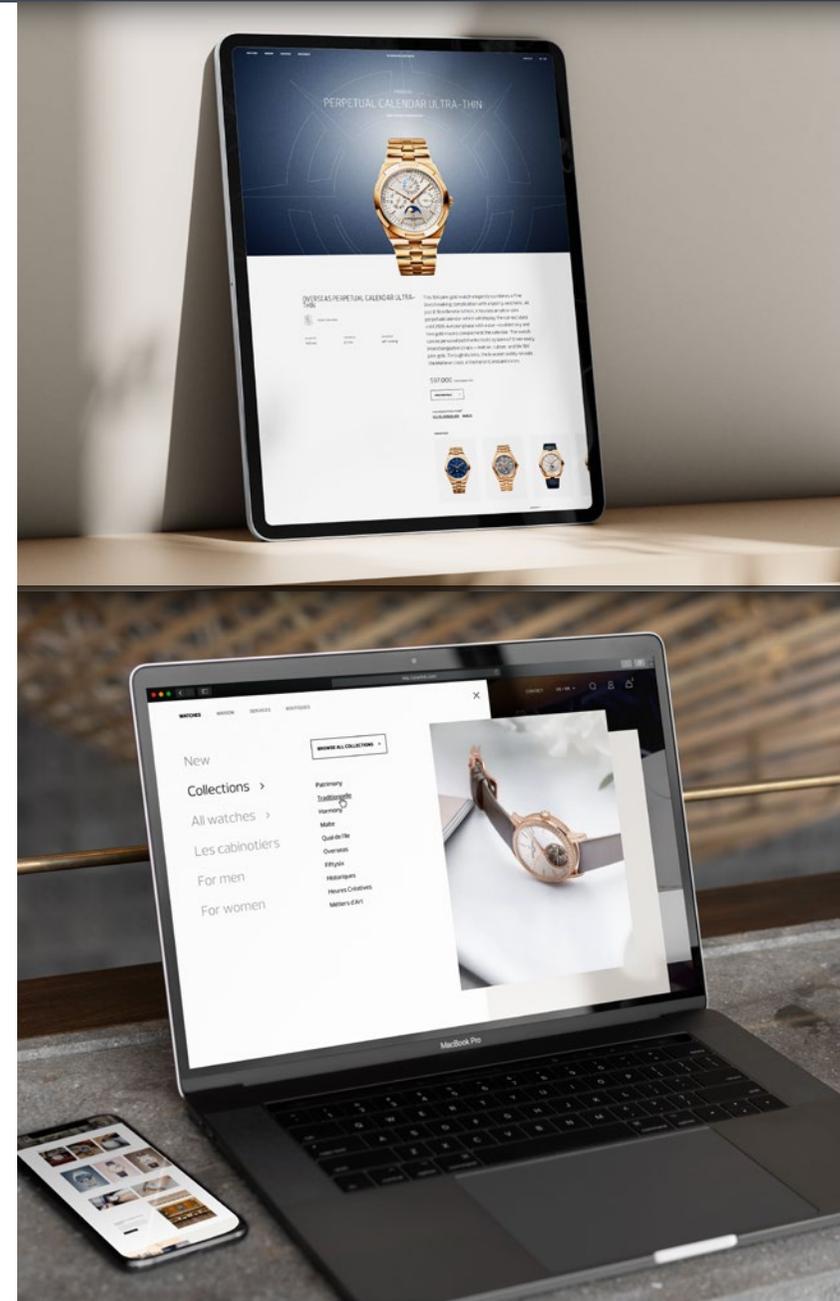
Geneva, October 2021 – Vacheron Constantin is rolling out its digital platform with a remote sales service in France, Germany, Italy, United Kingdom and Japan.

Having experienced unprecedented acceleration in recent years, digital technology is now a popular and complementary means of interacting with Vacheron Constantin. In order to meet customer expectations and offer them the best possible service, the Maison has integrated direct sales onto its website: it is now possible to select and purchase the timepiece of one's choice from among the models available on the website:

France	https://www.vacheron-constantin.com/fr/fr/home.html
Germany	https://www.vacheron-constantin.com/de/de/home.html
Italy	https://www.vacheron-constantin.com/it/it/home.html
United Kingdom	https://www.vacheron-constantin.com/gb/en/home.html
Japan	https://www.vacheron-constantin.com/jp/ja/home.html

Bringing the online experience as closely in line as possible with that offered in the boutique meets the needs expressed by the clients of the Maison. Special advisors are available online to guide them in their choices, answer their questions and accompany them on their journey. Once the order has been confirmed, customers have the choice of picking up their watch in a boutique or receiving it at home.

This remote sales service is accompanied by a thought process guided by a website brimming with generous and inspirational content. Visitors can thus discover the history of the Maison, its collections, its expertise and the list of boutiques around the world. As Vacheron Constantin's International Commercial Director Laurent Perves explains: *"To better convey the world of Vacheron Constantin, we offer our clients multiple experiences. The result is a website that is like an immersion into the prestigious realm of Haute Horlogerie and a means of gaining access to all services around the world."*



Founded in 1755, Vacheron Constantin is the world's oldest watch Manufacture in continuous production for over 265 years, faithfully perpetuating a proud heritage of watchmaking excellence and stylistic sophistication through generations of master craftsmen.

At the pinnacle of Haute Horlogerie and understated elegance, the Maison creates timepieces with unique technical and aesthetic signatures, and an extremely high level of finishing touches.

Vacheron Constantin brings to life unparalleled heritage and a spirit of innovation through its collections: Patrimony, Traditionnelle, Métiers d'Art, Overseas, Fiftysix, Historiques and Égérie. It also offers its discerning clientele of connoisseurs the rare opportunity to acquire unique and bespoke timepieces by means of its "Les Cabinotiers" department.

#VacheronConstantin
#OneOfNotMany



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